REMARKS

The above amendments and following remarks are responsive to the Office Action of April 3, 2007 and the Examiner interviews graciously conducted by the Examiner until this submission.

In the Office Action, the Examiner rejected each of the independent claims over Ogura (USPN 5448685). The dependent claims were rejected by prior art of record.

Applicant respectfully identifies that Ogura teaches the following eleven embodiments:

A first embodiment, disclosed between 5:63 and 11:35. In this embodiment, the reference teaches enabling a user to select a printing job which is a "new formation" (i.e., a new series) or a "continuation" of a previous formation. 9:33-35. While a post card can be printed, 10:01, the card is only a single printing instance and the printing instance cannot be combined with other individual labels.

A second embodiment, disclosed between 11:36 and 13:40. In this embodiment, character spacing of a series of labels can be set between printed symbols.

A third embodiment, disclosed between 13:40 and 15:62. In this embodiment, the system is adapted to control the size of the characters of a series of labels so that the characters fit on a printed label line as desired.

A fourth embodiment, disclosed between 15:63 and 17:19. In this embodiment, the system is further adapted to modify character shape (square, flattened or condensed) as well as size (printing dot count) of a series of labels.

A fifth embodiment, disclosed between 17:20 and 19:68. In this embodiment, the system is capable of placing on a computer screen the image of the labels before the labels are printed to assure a proper printing layout of a series of labels.

A sixth embodiment, disclosed between 20:01 and 21:54. In this embodiment, the system is capable of printing a label series in column form, such as for a tack index or a single cassette label.

A seventh embodiment, disclosed between 21:55 and 22:68. In this embodiment, a paper feeder is provided for determining proper feeding of label paper.

An eighth embodiment, disclosed between 23:01 and 26:08. In this embodiment, the system provides for skipping different labels in a label array series so that the skipped labels in the array can be hand written.

The ninth and tenth embodiment, disclosed between 26:09 and 31:61, relate to the storage of batches of labels and retrieving and printing groups of labels that have been stored based on common, predetermined attributes.

And an eleventh embodiment, disclosed between 31:62 and 33:63. In this embodiment, the system utilizes symbols in a series of labels.

As compared with Ogura, which only provides for the manipulation of features common to an entire series of labels and printing stored batches of labels, the reference fails to teach providing the user with the ability to successively input and print plural labels, each with unique positional attributes, unique character attributes and a numerical identifier indicative of a label series that differs for each of the plural printed labels. On the other hand, the claimed invention provides for such features in the following recitation in each of the independent claims:

> presenting a user with an option for selecting that the current job is one of a first job and a *second job*, wherein:
> in said first job, each of said plural labels includes content comprising:
> a numerical identifier indicative of a common sequential series with each other of said plural labels; and
> positional attributes, character attributes that are identical with each other label in the first job; and
> *in said second job, each of said plural labels includes content comprising:*
> *a numerical identifier indicative of a numerical series that differs from each other of said plural labels; and*
> *positional attributes and character attributes that that differ from each other of said plural labels in said second job*; and
> receiving a selection from the user that the current job is one of said first job or and said second job, wherein:
> if the current job is said first job, presenting one or more display screens for a user to input positional attributes, character attributes and numerical identifiers for the sequential range of labels printed in the job;
> *if the current job is said second job, presenting one or more display screens for the user to input unique positional attributes, unique character attributes and a unique numerical identifier for each individual label in the job; and*
> *responsive to at least one entry of said entries, printing either said first job or said second job.*

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As none of the eleven embodiments in Ogura teach the combination of such claimed features, the independent claims as amended are patentable over the art. The dependent claims contain each limitation of the independent claims and are patentable therewith.

As the claims are believed to be patentable over the art, a notice of allowance is respectfully requested.

If any additional fees are due, please charge such sums to our Deposit Account: 50-1145.

Respectfully submitted,

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